

Subject: Re: Occidental Property: 1111 N. Las Palmas Avenue Graffiti Removal

From: "Davis, Marcus" <Marcus@occidentalentertainment.com>

Date: 03/31/2016 03:35 PM

To: LABT

CC: "Siraki, Anita" <Anita@occidentalentertainment.com>, Media District <lisa@mediadistrict.org>, Jim Omahen <jim@mediadistrict.org>, "Howard, Rick" <rhoward@occidentalentertainment.com>, "Card, Cassandra" <Cassandra@occidentalentertainment.com>

Sharyn-

Wanted to let you know we replaced the polycarbonate panels back in November that we inadvertently damaged during the graffiti removal process, and we asked that going forward you not perform the removal at this location.

Unfortunately, your crew is still using chemicals and abrasive tools to remove the graffiti on the polycarbonate panels, and in the process permanently damaging the panels.

I've attached a picture for reference. You can see the brighter more recently installed panels and the damage caused during the graffiti removal. We've asked that your crews not remove the graffiti and if possible simply notify us if graffiti is observed so our guys can handle these issues.

Will you take whatever steps necessary on your end to ensure this will stop happening in the future and confirm you'll bear the cost of the replacement panels going forward in the event your crews disregard your instructions?

Please advise at your earliest chance. Thanks- Marcus

MARCUS DAVIS, Sr. Vice President
Property & Construction Management

ALBERT SWEET DEVELOPMENT

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On Nov 4, 2015, at 12:42 PM, LABT <hbteam@earthlink.net> wrote:

Dear Anita,

We are here if you need us.

Will let our team know,

Best Regards,

Sharyn

Sharyn Romano

Los Angeles Beautification Team

1741 N Cherokee Avenue

Los Angeles, CA 90028

Ph: 323-962-2163

Email: hbteam@earthlink.net

From: Siraki, Anita [<mailto:Anita@occidentalentertainment.com>]

Sent: Wednesday, November 04, 2015 11:36 AM

To: Media District

Cc: Jim Omahen; Sharyn Romano; Howard, Rick; Card, Cassandra; Davis, Marcus

Subject: RE: Occidental Property: 1111 N. Las Palmas Avenue Graffiti Removal

Hi Lisa, Sharyn, and Jim,

We have reviewed and discussed the property at 1111 Las Palmas internally once again, and moving forward, we would like to take responsibility for the graffiti clean-up.

Please let your team know and we appreciate all your help.

Thanks,
Anita

From: Siraki, Anita

Sent: Monday, November 02, 2015 4:40 PM

To: 'Media District' <lisa@mediadistrict.org>

Cc: Jim Omahen <jim@mediadistrict.org>; Sharyn Romano <hbteam@earthlink.net>; Howard, Rick <rhoward@occidentalentertainment.com>; Card, Cassandra <Cassandra@occidentalentertainment.com>; Davis, Marcus <Marcus@occidentalentertainment.com>

Subject: RE: Occidental Property: 1111 N. Las Palmas Avenue Graffiti Removal

Hi Lisa we appreciate your response.

Below, including an email Marcus Davis, our Senior Vice President of Property & Construction Management, sent to your team that you were not copied on:

The chemical did damage the panels from a few months ago, the photos are not doing it justice and you're not able to see the full extent of the damage, until the material has dried and the sun/weather has taken its toll on the panels. Here's the key element, the graffiti/spray paint doesn't penetrate the material of the panels like it does on stucco or block walls. **Soap and water should be able to remove the majority of it. If it cannot be completely remove in this manner then please let us know and we'd rather wait and allow our staff to look into it for other means of removal then to damage the UV coating, scratch the panels, and ultimately have to replace them.**

As it relates to the citrus wall it's not the paint. It's the several layers of anti-graffiti coating over the paint that is compromised when painted over. If this wall gets graffiti on it, it should be able to be removed easily with soap and water, but the system is specifically designed with 2 parts. 1) the anti graffiti coating & 2) the graffiti cleaner, both from the same manufacture. Thus eliminating the need to paint over graffiti. We've used this in the past and it's worked very well for us. Unfortunately, the citrus wall was assumed to not have any coating on it and was painted over, both graffiti and anti graffiti coating. So now we need to primer, paint, apply 3 coats of the anti graffiti coating to the area painted over just to get it back to the condition it was before it was painted over by your crew. A lot of work instead of using the graffiti removal cleaner. Just want to avoid this in the future.

I've attached the spec sheets for both of the products for your review. Thanks- Marcus

Thank you,
Anita

From: Media District [<mailto:lisa@mediadistrict.org>]

Sent: Monday, November 02, 2015 1:25 PM

To: Siraki, Anita <Anita@occidentalentertainment.com>

Cc: Jim Omahen <jim@mediadistrict.org>; Sharyn Romano <hbteam@earthlink.net>; Howard, Rick <rhoward@occidentalentertainment.com>; Card, Cassandra <Cassandra@occidentalentertainment.com>; Davis, Marcus <Marcus@occidentalentertainment.com>

Subject: Occidental Property: 1111 N. Las Palmas Avenue Graffiti Removal

Dear Anita:

First of all I wanted to introduce myself as the new Executive Director of the Hollywood Media District as of October 1, 2015. I will be working hand in hand with Jim Omahen, the Operations Manager. I wanted to let you know that I contacted the manufacture of the Polygal Panels that are being used as an exterior wall at the 111 N. Las Palmas Avenue location. Here is what was researched on the panels from the US Distributor located in North Carolina:

The multiwall polycarbonates industry is susceptible to vandalism such as graffiti and unfortunately there hasn't been a breakthrough with a reliable solution as of yet.

With that said some have reported some success with Magic Erasers and others with Nitro fuel or methylated spirits/white spirits.

Of course any of these products must be tested first on samples.

Although I have also heard of solid polycarbonate sheets with different coatings for protection against scratches and or graffiti, we do not presently carry a graffiti solution for any of our solid or multiwall products at this time.

Carlos Guerra

Customer Service

Polygal Inc



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E-mail: carlos@plazit-polygal.com

Web: www.polygal-northamerica.com

It is apparent that the cleaning solution that the Beatification Team used left stains and marks - however this material does not have a reliable cleaning solution as of yet. I fear that the application of the material is susceptible to vandalism in the Hollywood Area. I do not want to provide instructions to the Beautification Team to remove graffiti knowing that it is going to stain the walls. Can you please provide direction to our office on how to move forward with graffiti removal. Thank you

Lisa Schechter
Executive Director
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(323)860-0025 Direct
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MediaDistrict.org